

REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Office Action, made final, dated December 20, 2005. Amended claims, together with a Request for Continued Examination, are filed herewith.

Amendments

Claim 1 has been amended so as to quantify the steps involved in printing 'on demand'. Basis for amended claim 1 can be found as follows:

- preamble mirrors the preamble of claim 1 previously presented;
- step (a) mirrors step (a) of claim 1 previously presented;
- step (b) finds basis at page 14, lines 13-17 and page 22, lines 3-6 of the description;
- step (c) mirrors step (c) of claim 1 previously presented;
- steps (d) & (e) find basis in Section 7.2.1 and 7.2.2 on pages 69-71 of the description, and particularly page 70, lines 19-27;
- Step (f) mirrors step (c) of claim 1 previously presented.

Further, it is self-evident from the description at page 20 that steps (a) and (b) are performed prior to printing.

Some trivial amendments have been made to the remaining dependent claims, and claims 15-29 have been cancelled.

Claim Rejections – 35 USC § 103

At page 7 *et seq* of the most recent Office Action, the Examiner argues as follows:

While Dymetman does not disclose expressly that the printed periodical is available on demand, it is well known in the art that periodicals, such as newspapers or travel magazines, are provided to a person who either purchases an issue of said newspaper or periodical or purchase a subscription to request delivery of a particular number of issues of said newspaper or periodical. At the time of the invention it would have been obvious to one of ordinary skill in the art to conclude that the newspapers or periodicals of Dymetman are provided to a user on demand.

The Applicant agrees with the Examiner insofar as Dymetman describes distribution of interactive periodicals, printed on Intelligent Paper, in much the same way as traditional newspapers and periodicals. Consumers may purchase these interactive periodicals off the shelf, or via a subscription postal delivery, and in the broadest sense these periodicals are "printed on demand". In other words, the demand for printing the periodical is determined by the consumer who purchases it.

However, in the field of computer technology, the term "on demand" has been coined to mean an action, which can be requested and performed literally at the click of a button. For example, webpages are available on demand by navigating the internet; printouts of webpages are available on demand by clicking on a print icon.

In view of this potential ambiguity in the scope of the present claims, the Applicant has amended claim 1 to make it clearer what is meant by printing "on demand" and to further distinguish the present invention from what is disclosed by Dymetman.

At page 394, Dymetman proposes creating interactive documents by a process in which a publisher purchases blank sheets of Intelligent Paper, and marks these sheets with conventional

visible inks in any way he chooses. The publisher needs to identify a *doc-ID* from each blank page received, and then associate this *doc-ID* with interactive elements he intends to print on the page. Dymetman, therefore, conceives of a multi-stage printing process comprising: (a) printing coded data to produce blanks of Intelligent Paper; (b) determining a page description for a document to be printed onto the coded blank page; (c) associating this page description with a *doc-ID* for the coded blank page; and (d) printing the document onto the coded blank page.

By contrast, the present invention requires that a unique page identity and a page description for a given page are determined before any printing is performed. This allows dot data for both the coded data and the graphical content to be generated, and consequently allows the coded data and graphical information to be printed at the same time by the printer. In other words, since the page identity and page description are predetermined in the computer system, the interactive page can be printed at the click of a button.

Furthermore, since the computer system determines a page identity and a page description for a page before any printing is performed, there is no requirement to read a page identity ("*doc-ID*") from a page and input this into a computer system in order to associate an interactive element with that page. In the present invention, and unlike Dymetman, this association is performed entirely within the computer system (and without any additional input steps), and, therefore, allows interactive pages to be generated and printed at the click of a button.

Dymetman fails to disclose generating interactive pages by the method according to the present invention. Moreover, there is nothing in Dymetman or any of the other cited prior art that would lead the skilled person to move away from Dymetman's production of coded blanks of Intelligent Paper. In summary, the Applicant has developed a new method of generating interactive pages, which was hitherto not contemplated in the art. It is submitted that, given the lack of any teaching in the art that would lead the skilled person to this new method, the present invention is not obvious.

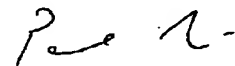
It is submitted that all the Examiner's objections have been traversed. Reconsideration and allowance of this application is respectfully solicited.

Very respectfully,
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